

AboutTown

Official Magazine of the City of Edina



AboutTown

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About Town is published quarterly by the City of Edina. The purpose of the magazine is to keep Edina residents informed of news, activities and programs that are important to them. We include articles of interest about our residents and community history as well.

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Table of Contents

Calendar Of Events	1
Summer Calendar Highlights.....	4
A Word From The Mayor	5
How I Got To Know Edina	6
It's Not Only Neighborly ... It's The Law	12
City Says Thank You At Annual Reception	14
Convention Grill Honored With 10th-Annual Edina Heritage Award	16
Name Your Neighborhood Project Under Way	18
Street Reconstructions Begin In Edina	20
Residents Honor Veterans On Independence Day.....	22
Carrie Cabe Takes Helm Of Edina Resource Center.....	26
City Of Edina To Flush Hydrants In September	30
Great Gardens Of Northwest Edina To Be Featured On Tour.....	32
City Hires New Director Of Public Works	34
VEAP Seeks Donations To Provide School Supplies	37
After 40 Years, Edina Chamber Still Strong	38
The Edina Community Foundation: A Philanthropy Success Story	42
Edina Is 'Open To Business'	44
Rotating Public Art Exhibit Takes To 50th & France	48
Business Notes.....	52
Efficiency Proficiency: Ways To Lower Your Energy Bills This Summer.....	54



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July 2012







About Town Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 7 p.m., Prior Lake Wind Jammers, Centennial Lakes Park.	2 7 p.m., Flute Cocktail, Centennial Lakes Park.	3 7 p.m., Vintage Piano with Jim Shannon, Centennial Lakes Park.	4 Independence Day. City Hall closed. 10 a.m., July 4th Parade, Edina City Hall to 50th & France. 10 p.m., Fireworks, Rosland Park.	5 Noon, The Bazillions, Centennial Lakes Park. 	6	7
8 7 p.m., Honeywell Concert Band, Centennial Lakes Park.	9 7 p.m., Calhoun Isles Community Band, Centennial Lakes Park.	10 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall.	11 7 p.m., Planning Commission, Edina City Hall. 7 p.m., Star of the North Community Band, Centennial Lakes Park.	12 Noon, Mister Jim, Centennial Lakes Park. 7 p.m., Energy & Environment Commission, Edina City Hall. 	13	14
15 7 p.m., Northern Winds Concert Band, Centennial Lakes Park.	16 7 p.m., Jazz on the Prairie, Centennial Lakes Park.	17 7 p.m., City Council, Edina City Hall. 7 p.m., Vintage Piano with Jim Shannon, Centennial Lakes Park.	18 7 p.m., Medalist Concert Band, Centennial Lakes Park.	19 Noon, Will Hale and the Tadpole Parade, Centennial Lakes Park. 6 p.m., Transportation Commission, Edina City Hall. 	20	21
22 7 p.m., First John Philip Sousa Memorial Band, Centennial Lakes Park.	23 7 p.m., Amy & Adams, Centennial Lakes Park.	24 7 p.m., Human Rights & Relations Commission, Edina City Hall. 7 p.m., Sidewalk Café Duo, Centennial Lakes Park.	25 7 p.m., Planning Commission, Edina City Hall. 7 p.m., Lee Engele, Centennial Lakes Park.	26 Noon, Music that Tickles, Centennial Lakes Park. 4:30 p.m., Art Center Board, Edina Art Center. 	27	28 8 a.m., 5 for the Y, Braemar Arena.
29 7 p.m., Minneapolis Police Band, Centennial Lakes Park.	30 7 p.m., Martial Arts in the Park, Centennial Lakes Park.	31 Noon, Ms. Catherine & Friends, Centennial Lakes Park. 7 p.m., Vintage Piano with Jim Shannon, Centennial Lakes Park.				Key:  3-7 p.m., Farmers Market, Centennial Lakes Park.

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About Town Calendar

August 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 8 a.m.-4:30 p.m., Safety Camp, South Metro Public Safety Training Facility. 7 p.m., Execs Big Band, Centennial Lakes Park.	2 Noon, Bob the Beachcomber, Centennial Lakes Park. 4 p.m., Public Art Committee, Edina City Hall. 	3	4 5-8 p.m., Edina Family Olympics, Rosland Park.
5 7 p.m., Somewhat Dixieland Band, Centennial Lakes Park.	6 7 p.m., Moonlight Serenaders, Centennial Lakes Park.	7 6-8 p.m., EPD's Night to Unite party, Rosland Park. 7 p.m., City Council, Edina City Hall. 7 p.m., Sidewalk Café Duo, Centennial Lakes Park.	8 7 p.m., Armenian Dance Ensemble, Centennial Lakes Park. 7 p.m., Planning Commission, Edina City Hall.	9 Noon, AlphaBits, Centennial Lakes Park. 7 p.m., Energy & Environment Commission, Edina City Hall. 	10	11
12 6:30 p.m., Vintage Piano with Jim Shannon, Centennial Lakes Park. 7:45 p.m., Fife & Drums, Centennial Lakes Park.	13 7 p.m., Heritage Preservation Board, Edina City Hall. 7 p.m., Minnesota Mandolin Orchestra, Centennial Lakes Park.	14 Noon, Rusty's Rocking Jamboree, Centennial Lakes Park. 7 p.m., Park Board, Edina City Hall.	15 7 p.m., Celebration Brass, Centennial Lakes Park.	16 Noon, Wiggle, Jiggle, Jam, Centennial Lakes Park. 6 p.m., Transportation Commission, Edina City Hall. 	17	18
19 7 p.m., Medicine Show Company, Centennial Lakes Park.	20 7 p.m., Harmonic Relief, Centennial Lakes Park.	21 7 p.m., City Council, Edina City Hall. 7 p.m., Sidewalk Café Duo, Centennial Lakes Park.	22 7 p.m., Planning Commission, Edina City Hall. 7 p.m., Bavarian Musikmeisters, Centennial Lakes Park.	23 Noon, Paul Spring Family Show, Centennial Lakes Park. 4:30 p.m., Art Center Board, Edina Art Center. 	24	25
26 7 p.m., Inver Hills Community Band, Centennial Lakes Park.	27 7 p.m., Dancing in the Park: Swing Lessons, Centennial Lakes Park.	28 7 p.m., Human Rights & Relations Commission, Edina City Hall. 7 p.m., Vintage Piano with Jim Shannon, Centennial Lakes Park.	29 7 p.m., Twin Cities Show Chorus, Centennial Lakes Park.	30 Noon, Brodini Comedy Magic Show, Centennial Lakes Park. Sunset, Movie in the Park, "Moneyball," Centennial Lakes Park. 	31	Key:  3-7 p.m., Farmers Market, Centennial Lakes Park.

About Town Calendar

September 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Key:  3-7 p.m., Farmers Market, Centennial Lakes Park.						1
2	3 Labor Day. Edina City Hall and Edina Art Center closed.	4 7 p.m., City Council, Edina City Hall.	5	6 Noon, Will Hale and the Tadpole Parade, Edinborough Park. 4 p.m., Public Art Committee, Edina City Hall. 	7	8 10 a.m., Author's Studio, Edina Art Center. 10 a.m.-6 p.m., Fall into the Arts Festival, Centennial Lakes Park.
9 10 a.m.-5 p.m., Fall into the Arts Festival, Centennial Lakes Park. 7 p.m., Somewhat Dixieland Band, Edinborough Park.	10	11 6:30 p.m., Community Health Committee, Edina City Hall. 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall.	12 6:30 p.m., Name Your Neighborhood Meeting, Edina Senior Center. 7 p.m., Planning Commission, Edina City Hall.	13 Noon, Mister Jim, Edinborough Park. 7 p.m., Energy & Environment Commission, Edina City Hall. 	14	15 10 a.m., Barnyard Boogie, Rosland Park.
16 7 p.m., Inver Hills Community Band, Edinborough Park.	17	18 7 p.m., City Council, Edina City Hall.	19	20 6 p.m., Transportation Commission, Edina City Hall. 7 p.m., Human Rights & Relations Commission, Edina City Hall. 	21	22
23 7 p.m., Honeywell Concert Band, Edinborough Park.	24	25	26 7 p.m., Planning Commission, Edina City Hall.	27 4:30 p.m., Art Center Board, Edina Art Center. 7 p.m., Planning Commission, Edina City Hall. 	28	29
30 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.						

Summer Calendar Highlights

Other Dates To Remember

- July 3** Noon, Big Fun Show, Centennial Lakes Park.
- July 5** Sunset, Movie in the Park, "Cowboys & Aliens," Centennial Lakes Park.
- July 10** Noon, Storytelling with Carol McCormick, Centennial Lakes Park.
- July 10** 7 p.m., The BZ Girls, Centennial Lakes Park.
- July 11** 6:30 p.m., Name Your Neighborhood meeting, Edina Senior Center.
- July 12** Sunset, Movie in the Park, "Dolphin Tale," Centennial Lakes Park.
- July 17** Noon, Mary Hall's Show for Pipsqueeks, Centennial Lakes Park.
- July 17** 6:30 p.m., Community Health Committee, Edina City Hall.
- July 19** Sunset, Movie in the Park, "Twilight – Breaking Dawn Part I," Centennial Lakes Park.
- July 24** Noon, Woodland Puppets, Centennial Lakes Park.
- July 26** Sunset, Movie in the Park, "Puss in Boots," Centennial Lakes Park.
- Aug. 2** Sunset, Movie in the Park, "Tangled," Centennial Lakes Park.
- Aug. 7** Noon, Wonderful World of Woody, Centennial Lakes Park.
- Aug. 9** 5 p.m., Opening Reception for Minnesota Artists' Association 75th Anniversary Show, Edina Art Center.
- Aug. 9** Sunset, Movie in the Park, "The Help," Centennial Lakes Park.
- Aug. 12** 8:30 p.m., First John Philip Sousa Memorial Band, Centennial Lakes Park.
- Aug. 14** 7 p.m., Vintage Piano with Jim Shannon, Centennial Lakes Park.

- Aug. 21** Noon, Jack Pearson Storytelling & Music, Centennial Lakes Park.
- Aug. 16** Sunset, Movie in the Park, "Hugo," Centennial Lakes Park.
- Aug. 23** Sunset, Movie in the Park, "Letters to Juliet," Centennial Lakes Park.
- Aug. 28** Noon, Big Fun Show, Centennial Lakes Park.
- Aug. 30** Sunset, Movie in the Park, "Moneyball," Centennial Lakes Park.
- Sept. 11** 7 p.m., Edina Reads, "Healing the Heart of Democracy," Edina Senior Center.
- Sept. 20** Noon, Global Games, Edinborough Park.
- Sept. 27** Noon, Wonderful World of Woody, Edinborough Park.
- Sept. 27** 5 p.m., Opening Reception for 28th-Annual Members' Juried Art Exhibition, Edina Art Center.

Fall into the Arts Festival

- What:** As summer draws to a close, people will start thinking about fall and winter – holiday gift-giving, back-to-school shopping, entertaining, indoor décor, rustic accessories and glittering jewelry. More than 225 talented artists from around the Midwest will display and sell their work at the seventh-annual Fall into the Arts Festival at Centennial Lakes Park. A portion of the proceeds will benefit the Edina Crime Prevention Fund.
- When:** 10 a.m. to 6 p.m. Saturday, Sept. 8 and 10 a.m. to 5 p.m. Sunday, Sept. 9.
- Where:** Centennial Lakes Park, 7499 France Ave. S.
- Info:** www.FallintotheArtsFestival.com.

A Word From The Mayor

The Edina Police Department is a finalist for the 2012 Secretary of Defense Employer Support Freedom Award, the U.S. Department of Defense's highest recognition given to employers for exceptional support of Guard and Reserve employees.

A review board comprised of military and civilian leaders selected 30 finalists from 3,236 nominations received earlier this year from Guard and Reserve service members, or family members acting on their behalf. Police Officer Kevin Rofidal nominated the Edina Police Department for the prestigious national award.

Only 160 employers have received the Freedom Award since it was established in 1996. Employers named as finalists for the award distinguish themselves not only for adhering to the employment and reemployment rights of Guard and Reserve members, but for actively creating opportunities to assist and support the service of both Guard and Reserve employees and their families.

The City of Edina Police Department has a history of supporting Guard and Reserve employees, exhibited most recently when members of its team joined hurricane relief efforts and aided in the aftermath of the Gulf of Mexico oil spill on extremely short notice. The department ensured the service members could access email throughout the deployment, so they could stay connected with colleagues and have an easier transition upon their return.

The City of Edina is honored to be a finalist for this award, and is extraordinarily proud of its culture of supporting veterans in its employ and throughout the community.

In just a few short days, the City will honor veterans at a special dinner July 3 and the following day during its annual Fourth of July parade. Stand and pay tribute to the many military veterans who participate in our parade as they roll by in their historic vehicles.

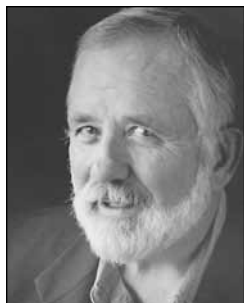
Dozens of veterans from all service branches will march or ride in the parade, which will roll past Utley Park, the future home of Edina's Veterans Memorial. The approved plan features a stone, V-shaped mall area (emblematic of "victory") leading up to a polished granite wall graced by a bronze eagle. The wall will feature the names of all 32 Edina soldiers who have made the ultimate sacrifice in the line of duty since the City's founding. Fundraising for the project is under way through the Edina Community Foundation.

This Independence Day, I ask you to remember not only the folks whose extraordinary vision established our beautiful village, but also the thousands of soldiers who served in the past and who are serving our country today. These veterans secured and continue to secure for all of us the freedom to celebrate our wonderful democracy each year and to appreciate it each day of our lives. Finally, please remember to support your veteran, Guard or Reservist coworkers, friends and neighbors and please consider making a donation to the Edina Community Foundation to help make the Edina Veterans Memorial a reality and a magnificent tribute to our fallen heroes and citizen warriors for generations to come.



James B. Hovland
Mayor

How I Got To Know Edina



By Joe Sullivan
Contributing Writer

I was thinking about possible subjects for my quarterly *About Town* column, when I realized that this is the 12th year of a mighty pleasant relationship I have had with this magazine. I have come to value the connection highly.

My first *About Town* column appeared in the Winter 2000 issue. That first article mentioned several of Edina's earliest commercial buildings. The first two buildings, identified by former Edina barber Vern Swanson and writer Tom Clark in their book *From the Barber's Chair*, were a two-story general store on the southwest corner of 50th & France and, only a few feet to the west, John Lilja's blacksmith shop. Although most of the few blacksmith shops of today are only tourist attractions, Lilja's shop was a beehive of activity around 1910, shoeing horses and repairing horse-drawn buggies and wagons.

Of course, those early buildings were no longer there by the time my parents moved our family from Sioux City, Iowa, to Minneapolis in 1939. I grew up here, in two different houses (both in Linden Hills) and attended two different grade schools, starting with second grade at what was then Robert Fulton Elementary. In 1942, we moved our growing family to a larger house, still in Linden Hills. I transferred to Lake Harriet Elementary, where I graduated as an eighth-grader in 1947.

Although I had lived near the Village of Edina for eight years, I don't think I even met anyone who lived in Edina until I started ninth grade at Southwest High School in autumn 1947. That was before Edina had built its first high school, so several "Edinamites" had elected to attend Southwest, which is still at 48th Street and Vincent Avenue, only four blocks from the eastern border of Edina on France Avenue. (Other Edina ninth-graders also enrolled at nearby public and private high schools in St. Louis Park, Hopkins and Minneapolis.)

As a result, I got to make Edina friends like Ron Shirk, Mark Nelson and Betty Reid and six or seven other Edina kids in our class of 1950 at Southwest. I still maintain frequent contact with Ron and see Betty at all of our class reunions.

Mark's future wife, Lucetta Wood, was also from Edina. (Lu was in the Southwest Class of 1951.) They moved to Arizona several years ago, but both passed away recently. There was only about a year between their funerals, which were both held here.

Delivering Groceries To Edina: A Way To Make Friends

While I was in high school, I delivered groceries for Roy Hawkinson's Red & White store at 43rd Street and Upton Avenue in Linden Hills. Roy Hawkinson had a lot of good Edina customers who called in their orders by phone. The groceries were packed in folding wooden boxes and either my Southwest buddy Mike Divine or I would deliver them in the store's truck.



This is what Edina's intersection at France Avenue and Sunnyside Road looked like in the late 1940s. (Not visible in this photo is the Convention Grill restaurant across Sunnyside Road from the theater.) Hawkinson's out-of-control grocery truck was headed straight for this intersection, going east, without any brakes. Only quick thinking and good luck saved two teenage Irishmen from a collision.

Hawkinson's delivery service was always popular after a big snowstorm when it was difficult for some customers to drive to the store. I recall one particularly snowy day when Roy sent both Mike and me to Edina in the delivery truck, just in case it got stuck in a snowdrift. Mike was driving the truck and we both carried the groceries into the customers' houses.

All that day we had avoided getting hung up in the drifting snow, largely because we'd put chains on the rear wheels of the truck before leaving the store.

After we had finished all of the deliveries, we were heading back to 43rd and Upton and congratulating ourselves for having such good luck. We were eastbound on Sunnyside Road, near what was then the Westgate Theater and where the Convention Grill still stands, when Mike started pumping the truck's brake pedal. "We've lost our brakes," he shouted excitedly. "One of the tire chain lugs must have broken loose and cut the fluid line to the brakes! How are we going to stop at the sign on France Avenue?"

I figured we had about 30 seconds to solve the problem when I blurted out: "Shift down to low gear to slow us up and pray that there won't be any traffic on France when we get there."

For sure, the "luck of the Irish" was on our side that day. The traffic was light enough for us to get across the normally busy intersection unscathed. Two lucky Irishmen made it back to Linden Hills in low gear without any incidents. Besides, we hadn't gotten stuck and we'd made some new friends in Edina.

Finding Outdoor Ice In Edina Before Hockey Season

We were all teenage hockey fans. Some (myself included) would be trying out for the Southwest hockey team and others were just anxious to find some ice to skate on as soon as outdoor ice was available.

(continued on next page)

The closest and earliest “natural ice” we knew of was in Edina. The village was still mostly farmland with shallow ponds that would freeze sooner than lakes like Harriet or Calhoun. The ponds would also freeze before the Park Board’s hockey rinks in Minneapolis and Edina were erected and flooded when real winter weather finally arrived.

Edina was the closest place to find a “natural ice” pond that had frozen enough to support the weight of hockey players and their equipment. I don’t remember who the “scout” was who found tiny Lake Harvey, which is a block east of Normandale Road and just south of the Edina Country Club golf course.

Lake Harvey was barely big enough to be called a “lake,” but it did fit our main requirement – it had ice. Our “scout” said he had tested the thickness of the ice and proclaimed it safe. But I would find out later that he hadn’t checked the spots where the cattails grew along the edges of the pond.

We followed our usual process of outlining the length and width of the hockey rink by placing our boots a few feet apart. Two more boots designated the goals at each end of the makeshift rink.

It was working out pretty well until I lofted a puck into the cattails. I had to go outside of the “rink” to look for it. Imagine my surprise when I heard the crackling of ice under my skates and realized that I was soon standing in the frigid water of Lake Harvey – all the way up to my neck.

The shock of freezing water with only my head above the surface made me panic – especially when I realized my fellow hockey players were rolling on the ice with laughter instead of thinking of ways to get me out of my predicament. I was hollering for help, but nobody was doing anything.

Eventually, they did get serious and figured out how they could get me out of my grave situation. They devised a way to reach out to my helpless body, without breaking through the thin ice themselves.

I don’t remember just how they did it, but after a lot of tugging and twisting I was on top of the ice, wrapped in a blanket from somebody’s car and headed to another car with its engine running and its heater blasting warm air. My blood was starting to flow again and I was starting to believe I was going to survive.

Yes, I did live to tell the tale to my grandchildren. And I did eventually make the Southwest hockey team that season, but I have never ventured onto Lake Harvey since that fateful day.

Cooking Merit Badge Exposed A Boy Scout To Edina

I was with four or five other Boy Scouts from Troop 119. Our scoutmaster brought us to an Edina cow pasture for some rudimentary instruction on how to build a cooking campfire and prepare something edible. Lake Cornelia wasn’t there yet when we selected the spot on a wooded hill, south of the gravel road called 66th Street, as the site for a lesson in outdoor cooking. Today, 66th is a two-lane asphalt county road that carries a lot of traffic on

France Avenue and up the hill to Normandale Road (now Highway 100). Today, a short, single row of stately houses still stands along the east side of the road. At the time, they were the only houses that we could see for miles.

Later, I learned that Lake Cornelia is actually two settling ponds, one on each side of 66th Street, formed by clean wastewater pumped from Southdale Center's air conditioning system. The new shopping center was scheduled to be opened for business in 1956 at 66th and France. But in the 1940s, when we climbed over a barbed wire fence to get to our cooking lesson halfway up the hill, there was nothing there but a tiny pond in a farmer's pasture. When Southdale was completed, they began to pump the clean, clear water into the artificial lake they had named Cornelia. Today, it still provides deep water on both sides of the built-up roadway.

First, we each cleared a circle of leaves and other debris to create a four-foot fireproof circle on the ground. We also gathered sticks and fallen branches to build windbreaks for our safe campfires on the hill. Each one of us built and lit his own campfire on which to cook.

Next, we started mixing Bisquick from a box with water from bottles that each of us had brought from home in our knapsacks. When the mixture turned into biscuit dough, we hand-rolled the dough and coiled it around a long, barkless stick and held it over the fire until it was brown on the outside. The final steps were to carefully remove the biscuit from the stick, slather it with butter and enjoy a delicious camper's biscuit.

I didn't meet anyone from Edina that day, but I did experience the wide-open spaces of Edina without starting a forest fire.

Two Adventurous Girls Embark On Slow Trip To Edina

My wife, the former Monica Lenz, is what I have called the "adventurous type" since I first met her 58 years ago. It's one of the reasons I married her and I have never been sorry.

Her girlhood pal, Nancy Hahn, has also been married to Edinan Jerry Potter for 50-some years. The Hahn family lived only a block from Monica's home at 54th Street and Logan Avenue South.

The two women still see each other occasionally and talk on the phone often. Both of them are still interested in the same kinds of things they liked when they were growing up, including arts and crafts; rocks; bugs; and being outdoors; and less often, sleeping overnight in a tent; fishing for carp without a pole, line or hook; and woodworking (with Monica's dad's turning lathe), to name a few.

Nancy was a year older, so they weren't in the same grade. And they attended different grade schools – Nancy was at John Burroughs and Monica went to Annunciation. But they were reunited at Washburn High School in 1949.

Their trip to Edina started when Nancy was 14 and Monica was 13. It was a nice summer day and they decided it was perfect for a trip on Monica's brother's Doodle Bug, a small gas-powered scooter designed for

(continued on next page)

one person. But neither of them was very big and they figured the Doodle Bug would carry them both. Monica was the designated driver with Nancy hanging on behind her on the long seat.

The scooter had a governor on the throttle that held it to a maximum speed of 15 mph. They headed east toward Edina armed with only a canteen and stayed on streets with little traffic.



Edina Historical Society Photo

In the 1950s, Cameron's Store at 70th Street and Cahill Road was the last of three historic buildings in the area. It was owned and operated by the family until it was replaced by apartments in 1965. Don and Bernie Cameron still live in Edina.

just west of Normandale. He let them refill their canteen at his water pump. They didn't get his name, but he told

Their destination was Cameron's Store on 70th Street and Cahill Road about a mile west of Normandale Road in Edina. At 15 mph, it probably took at least two hours. They remember meeting a friendly Edina farmer when they turned onto his lane on the south side of 70th Street,

them Cameron's Store was less than a mile further down the road to the west.

When they reached their destination it felt good to get off the Doodle Bug and stretch. They went inside where Mr. Cameron showed them a wide assortment of penny candy, from which they could select several for the ride home.

They hopped back on the little Doodle Bug and headed back to south Minneapolis where the story about their adventure was sure to have an interested audience. Furthermore, they had met a couple of friendly, helpful Edinans. Mission accomplished!

Saturday Matinees At The Edina Theatre

It was the best deal you could find on a Saturday afternoon in the 1940s:

Place: Edina Theater, 50th & France.

Time: 1 p.m., Saturdays.

Admission: 12 cents for the Saturday matinee.

Age Restriction: Must be under 12.

Program: Second-run movies and short subjects.

The only possible drawback was that the word spread rapidly and far. If you didn't arrive early enough, you might find yourself dutifully waiting in line outside and missing the opening Pathé newsreel and maybe a piece of the main feature to boot. The waiting line was known to stretch from the box office down to France Avenue and sometimes all the way around the Fanny Farmer candy shop on the corner.



If you were 12 years old or younger in the 1940s, the Edina Theatre was where you wanted to be on Saturday afternoon. You couldn't beat the 12-cent price of admission. The only possible drawback was the long waiting line, which ran toward France Avenue just beyond the bottom of the photo. As I recall, those waiting in line had to pass a variety shop (known then as the "nickel and dime" or "5- and 10-cent" store) and the Hasty Tasty restaurant, which was where the high school kids hung after the nightly, first-run movies were shown at the theater. As I remember, the adult admission was 25 or 50 cents. Could that possibly be?

Our best strategy was to line up by noon to get into our seats before 1 p.m. But that might mean trusting a friend to guard your seat while you left your coat and went back to the lobby for popcorn.

The long wait was not without its benefits. I met a lot of Edinamites in those lines. And if I had been a few years older, it might have been a great place to meet Edina girls. But if I was old enough to go for Edina girls' phone numbers, I wouldn't have been eligible for the 12-cent admission price.

Once the main feature had ended, the movie screen filled with the familiar opening music and scenes of "The Purple Phantom" or "The Green Hornet." Both were high-energy short subjects, which were greeted with applause, cheers and whistles as soon as the exciting theme music came on for these serial films. You could also count on the promise at the end of each week's thrill feature for "More fast-paced action next week. Be sure not to miss it."

The Edina policeman who walked the beat at 50th & France on those Saturdays must have thanked his lucky stars. The Saturday matinees did keep most of the juvenile set in the theater and out of mischief for a few hours on Saturday afternoons.

Background material and photographs for this article came from the collections of the Edina Historical Society and the publication *From the Barber's Chair*, by Vern Swanson and Tom Clark.

It's Not Only Neighborly ... It's The Law

Bicycling

The Law: Minnesota State Statute 169.222, Subdivision 1. Operation of Bicycle. Traffic laws apply. Every person operating a bicycle shall have all of the rights and duties applicable to the driver of any other vehicle.

What It Means: Like any other driver, bicyclists must follow all of the rules of the road. Specifically:

- Bicyclists may ride on all Minnesota roads, except where restricted.
- Bicyclists should ride on the road – not sidewalks – and must ride in the same direction as traffic.
- Bicyclists must obey all traffic control signs and signals, just as motorists.
- Motorists and bicyclists must yield the right of way to each other.
- Bicyclists must signal their turns and should ride in a predictable manner.
- Bicyclists must use a headlight and rear reflectors when it's dark. To increase visibility, add a rear flashing light.
- Bicyclists should always wear helmets.

For more information, contact the Edina Police Department, 952-826-1610.

Tall Grass and Weeds

The Law: Edina City Code 1050.05. Turf grasses shall be regularly cut such that no individual plant shall exceed, at any time, 10 inches in height or length as measured from its base at the ground to the tip of each stalk, stem or blade. ... Weeds shall be regularly cut or controlled such that no individual plant shall exceed at any time 10 inches in height or length as measured from its base at the ground to the tip of each stalk, stem, blade or leaf. Noxious weeds as defined by the State Commissioner of Agriculture shall be eradicated.

What It Means: The City has standards for grass and weed management. Weeds and grasses should not be taller than 10 inches. This includes boulevards, alleys, landscaped areas and developed and undeveloped land. Grass and weeds in drainage ponds, wetlands and similar waterways are exempt.

For more information, contact Assistant Weed Inspector Larry Thayer, 952-826-0353.

DAVID A. COOK, DDS, PA

SMILES @ FRANCE

*Enhancing Smiles...
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City Says Thank You At Annual Reception

One of the City of Edina's top awards for community service was recently presented to the man who led a ground-breaking process to create a framework for future development of the GrandView District.

Mayor Jim Hovland presented Kevin Staunton with the Mayor's Individual Service Commendation at Edina's Volunteer Recognition Reception in April at Braemar Golf Course. The award is given annually to an individual for outstanding volunteer service.

An Edina resident since 1998, Staunton was appointed to serve on the Planning Commission in 2006. Staunton recently chaired its GrandView Steering Committee, comprised of 52 Edina residents and an Executive Committee of nine residents. He worked tirelessly, putting in hundreds of hours leading the Steering Committee through 19 evening meetings, Executive Committee through 21 meetings and blogging about the process.

"Kevin provided inspiring leadership as he guided the groups to a unanimous recommendation on a creative and thorough development framework for the GrandView District," Hovland said. "Kevin has provided the community a sterling example of diligence, patience and teamwork in public service. He has demonstrated how to effectively obtain and respond to diverse input for a project that will impact a wide variety of business owners, residents and public facilities."

Hovland presented five other prestigious awards at the Volunteer Recognition Reception.

Mayor's Service Club Commendation – Kiwanis Golden K Club of Edina

Awarded to a club or organization that has made outstanding contributions to the community through its regular activities or through special projects.

Throughout its 28 years, the Kiwanis Golden K Club of Edina donated hundreds of thousands of dollars to more than 40 organizations and dozens of Edina students in the form of grants and scholarships. In September 2011, the club disbanded and gave its last donations, clearing more than \$60,000 from its bank account.

Mayor's Connecting With Kids Commendation – STRIVE

Awarded to an individual or organization making a positive impact in the lives of Edina youth.

The purpose of STRIVE is to motivate eligible Edina High School students to discover their own strengths and talents so as to increase their personal and academic achievement. Through a partnership with Edina's two Rotary clubs, each STRIVE student has a mentor.

Mayor's Youth Commendation – Katelyn Dussik and Elizabeth Montgomery

Awarded to a young person who has demonstrated a commitment to improving the quality of life in the community.

Katelyn Dussik has been a transformative member of the Southdale YMCA Leaders Club for five years. She has been a leader on various service projects in the community, such as Feed My Starving Children, Sandwich 363 and Project Linus.

Elizabeth Montgomery is a former student member of the Heritage Preservation Board and is now a student at Concordia College in Moorhead. Since her junior year at Edina High School, Montgomery has volunteered for the City of Edina in several capacities, including assisting the Cahill School during the Schoolmarms' Summer Day Camp. Additionally, she has been an intern in the Planning Division, working on research and community outreach.

Mayor's Outstanding Senior Commendation – Marshall Schwartz

Awarded to a senior citizen for outstanding volunteer service within the community.

Marshall Schwartz has been a member of the Edina Veterans Memorial Committee since July 2010. Since then, he has spent thousands of hours researching and collecting data on Edina residents who died in the line of duty while serving in America's military services. His comprehensive research identified 32 individuals registered as Edina residents who gave the ultimate sacrifice and were killed in action while serving in the military.

Mayor's Community Involvement Commendation – Police Chief Jeff Long

Awarded to a City employee for outstanding volunteer service to the community, above and beyond his or her position with the City.

Jeff Long joined the Edina Police Department in 1986 as a Community Service Officer. He was promoted to Police Officer, Detective, Sergeant, Lieutenant, Deputy Chief

and finally Chief in 2010. He was instrumental in creating the Drug Abuse Resistance Education (DARE) program for Edina High School students. In addition to teaching DARE and working with the Sober Squad at Edina High School, Long helps run the Police Explorer program and a summer park program in which students are taught the basics of babysitting. He regularly speaks to the community about law enforcement issues.

Many service organizations also recognized their own exemplary volunteers at the reception. Awards were presented to: Renee Usem, Edina Art Center; Joel Hilgendorf, Edina Chamber of Commerce; Richard Olson, Edina Community Foundation; Ken Rosland, Edina Crime Prevention Fund; Jonathan Flak, Energy & Environment Commission; Connie Nelson, Edina Federated Women's Club; Ruth Mary Lancaster, Edina Garden Council; Bob McGarry, Edina Girls' Fastpitch Association; Frank McGoldrick, Edina Historical Society; Joyce Repya, Human Rights & Relations Commission; Geordie Johnston, Edina Lions Club; Judy Sexton, Edina Morningside Woman's Club; Naomi Griffith, Edina Public Art Committee; Clara Engelbert, Edina Woman's Club; Carol Jacobsen, Fairview Southdale Hospital and Don Smith, Southdale Y Service Club.

For more information on the Volunteer Recognition Reception, contact Executive Assistant Susan Howl, 952-826-0403.

Convention Grill Honored With 10th-Annual Edina Heritage Award

By David Katz

When the Convention Grill opened its doors to patrons in Edina's Morningside District in 1941, the establishment shared much in common with a single-store start-up that opened in California just a few months prior by two now-famous brothers: the McDonalds.

While McDonald's is now a franchised, international chain with a menu that bears little resemblance to its original, the Convention Grill remains a strictly Minnesotan institution, and it continues to please Edina residents and visitors with burgers and fries. Its staples have changed little over the last eight decades.

In May, Edina's Heritage Preservation Board recognized the historic value of the Convention Grill and the preservation efforts of its owner, area restaurateur John Rimarcik, with its 10th-annual Heritage Award.

The award has been given each year since 2003 to a deserving local business, residence or neighborhood for achievements in preservation, rehabilitation, restoration and use of Edina's historic places.

Convention Grill was a strong candidate. "Dining establishments are notoriously short lived. It's a story of new locations, new owners, new names and new menus," explained Joel R. Stegner, who submitted the Heritage Award nomination on the diner's behalf. "The Convention Grill defies this 'convention' by giving its patrons a taste of yesterday."

While the same claim could be advanced for most any historic structure lovingly maintained with its original



Submitted Photo

The Convention Grill, 3912 Sunnyside Road, is located in Edina's Morningside Neighborhood. The neighborhood was itself named a Heritage Award winner in 2005.

feel and function in mind, you would be hard pressed to find a Minnesota landmark that tells a story better than the Convention Grill.

It begins with the façade. "The Grill was designed in the distinctive Art Moderne, or Streamline Moderne style of the 1930s," said Marci Matson, Executive Director of the Edina Historical Society. It contains hard-to-miss design elements characteristic of that style, including uniform steel trim and glass block windows.

Compared to the eclectic and ornate Art Deco architectural style pervasive in the 1920s, the Convention Grill is streamlined in appearance. This was no accident. A national preference for uniform and subdued design elements grew out of the economic necessities of the Great Depression.

Sleek, “futuristic” curves near the entrance visible from Sunnyside Road also help situate the building in time. Aerodynamic curves, Matson noted, were associated with science and progress, two concepts in vogue in the 1940s.

In short, the Convention Grill is a product of the distinctive historic milieu of the 1930s and early 1940s.

The landmark’s subsequent history, as both a diner and neighborhood gathering place, is equally colorful.

Initially opened by a heating and air conditioning company as a chain prototype and flagship, the Convention Grill just barely survived its inaugural year. The original owners sold it to Peter and Christine Santrizos, recent Greek immigrants, for a paltry \$200. Under the pair’s stewardship, the diner’s fortunes slowly turned.

“My parents brought to the Convention a sense of values and love that ensured the longevity of the place. It was far more than just a business. To them, it was rather a system for taking care of their customers,” said Nick Santrizos, their son, who remembers the diner fondly.

While the “chain” never expanded beyond the original Morningside location, its reputation grew, thanks in no small part to its delicious burgers, fries and malts.

“The only problem with ordering a malt,” praised Michael Stern, editor of *Roadfood*, a publication dedicated to roadside and neighborhood diners, “is that it makes it less likely you will have the stamina to have a hot fudge sundae for dessert.”

Manager Shawn Schmitz can vouch for that. She has been with the Convention Grill team for 25 years, beginning with a part-time job in high school. “I started by making the malts, and then worked my way up the chain,” Schmitz said. “I know it’s truly a tradition when I see different generations of the same family come in.”

Schmitz and Tony Rimarcik, son of current owner John Rimarcik, were on hand at the May 1 Edina City Council meeting to officially accept the Heritage Award from Mayor James Hovland. In addition, Nick Santrizos flew in from Washington, D.C., to witness the ceremony.

John Rimarcik, who owns several restaurants in the Twin Cities, appreciates the unique history and character of his Edina property, which he purchased from the Santrizos family in 1974. “It has retained neighborhood pride without relenting to a more contemporary attitude or menu style.”

The City Council’s commendation included a photovisual tribute and short presentation pointing out the highlights of the Grill’s 70-plus year history.

“[Tony] and I just expected a perfunctory pass of a plaque, but the night was handled with such style and respect that I think it will become a lasting memory for all who partook,” Rimarcik added.

For more information about the Edina Heritage Award, visit www.EdinaMN.gov or call Associate Planner Joyce Repya, 952-826-0462.

Name Your Neighborhood Project Under Way

Edina residents met May 30 in the first of a series of three community meetings to identify neighborhood boundaries and names. During the meeting, 27 residents brainstormed ideas and learned more about the benefits of neighborhood associations.



A steering committee of resident volunteers is using those ideas, as well as additional data gathered through a survey conducted in April, to develop map options for different areas of the city. Community input is being sought on the draft maps during an upcoming community meeting on July 11 and on the proposed city-wide map on Sept. 12. The public is encouraged to attend one or both meetings, which are scheduled to start at 6:30 p.m. at the Edina Senior Center, adjacent to the Edina Community Library in Grandview Square.

The Name Your Neighborhood project is the first step toward voluntary City-recognized neighborhood associations. "Neighborhood associations have the potential to strengthen communication between residents and the City," said Assistant City Manager Karen Kurt.

"The greatest good, however, could come from residents feeling empowered to work together on their own neighborhood goals."

City staff will continue to work on other policies related to neighborhood associations this summer and fall so that residents, if they so choose, can form associations once the neighborhood identification and naming process is complete.

For more information, contact Kurt, 952-826-0415 or kkurt@EdinaMN.gov.

A black and white photograph of a woman and two children in a swimming pool. The woman is smiling and looking towards the camera, while the children are looking at each other. The woman is wearing a dark tank top with the word "GUARD" on it. The children are wearing patterned swimwear.

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Street Reconstructions Begin In Edina

By Jordan Gilgenbach

Many joke that Minnesota seems to have only two seasons – winter and road construction. While navigating through detours and road closures is not a walk in the park, it is a necessary part of replacing aging public infrastructure.

“If you look at your roof, it might look OK, but it might be on the cusp of leaking,” said City Engineer Wayne Houle. “Streets are the same way. Even if the pavement looks like it’s in decent shape on the surface, the infrastructure underneath may be deteriorating.”

Pavement lasts about 40 years, while infrastructure, such as water and sewer lines, last 50 to 80 years. Since most infrastructure and roadways in the City were constructed in the 1950s and ’60s, Houle said they are reaching the end of their useful life.

Houle said traffic volumes have increased so much in the last 50 years that it is important to upgrade deteriorating roads so they can sufficiently handle traffic levels today and in the future. Maintaining a strong infrastructure is also vital to keep future emergency work and service disruptions at a minimum.

In addition to public infrastructure, private utility companies such as CenterPoint Energy, Comcast and CenturyLink often elect to upgrade and replace underground infrastructure simultaneously.

The City of Edina’s Engineering Department is overseeing five street reconstruction projects this summer. All



Sections of Code Avenue are being replaced as part of the Richmond Hills neighborhood reconstruction. This is one of five street reconstruction projects to be completed by this fall.

projects are under way and are expected to be complete by the fall. The projects are:

Countryside

The project includes work on Crescent Drive, Crest Lane, Highland Road, Hillside Road, Hunter Street and Ridgeway Road. This neighborhood will receive concrete curbs and gutters in addition to reconstruction of street pavement. The neighborhood will also receive new fire hydrants, sanitary sewer spot repairs and replacements, water main replacement and service upgrades and new sump pump drain pipes. The storm sewer will also be upgraded to address drainage issues.

Richmond Hills

Sections of Code Avenue, 56th Street, Kent Avenue, Normandale Court, Richmond Drive, Warwick Place, Windsor Avenue and Yvonne Terrace will be reconstructed as part of the Richmond Hills Neighborhood roadway improvement project. In addition to improvements made to storm and sanitary sewer lines and water mains, new concrete curb and gutters will be added. In addition, the intersections of Windsor and Kent avenues and Warwick Place and Kent Avenue will be reduced in size to make the intersections safer for both pedestrians and motorists.

Tracy Avenue

Tracy Avenue between Benton and Vernon avenues will be reconstructed this summer. As a State Aid road, the project is eligible to receive State funding as long as certain requirements are met. Tracy Avenue's pavement will be improved as part of this project. The

design features sidewalk replacement where needed and indented parking areas on the east side. Bike lanes similar to those added to the newly constructed 70th Street will be added to the street. Crosswalks will be enhanced at the Benton and Tracy avenue and Tracy and Vernon avenue intersections to increase pedestrian safety.

Valley Estates

Balder Lane, Creek Valley Road, Nordic Circle, Scandia Court and Scandia Road are included in the Valley Estates Neighborhood reconstruction. In addition to new pavement surfaces, curbs and gutters will be replaced as needed. Sanitary sewers will be repaired or replaced, storm sewers upgraded and sump pump drain pipes replaced in various locations. New fire hydrants will also be installed.

Viking Hills

As part of the Viking Hills Neighborhood project, Arctic Way, Glacier Place, Gleason Court, Polar Circle and Vernon Hills Road will be reconstructed. Since the majority of the neighborhood has curbs and gutters, they will be replaced and repaired as needed. Fire hydrants and water mains will be upgraded. The neighborhood's sanitary sewer will be rehabilitated and the storm sewer upgraded to address storm water drainage issues and pooling. New sump pump drain pipes will also be installed.

For more information about street reconstruction projects, contact the City's Engineering Department at 952-826-0371. To keep up to date on these projects, sign up for "City Extra" emails at www.EdinaMN.gov.

Residents Honor Veterans On Independence Day

By Kaylin Martin

It wasn't until 1986 that veterans of the Vietnam War received an official "welcome home" – 11 years after U.S. President Gerald Ford announced the Vietnam War "finished."

The Welcome Home parade in Chicago was organized to honor the 2.7 million men and women who served in Vietnam. The city expected a maximum of 125,000 veterans to march. An estimated 200,000 showed and were cheered on by the crowd of more than 500,000. In a *Chicago Tribune* article covering the 25th anniversary of the parade last year, the event was described as "an enthusiastic emotional welcome home."

Dan Petrosky, a 34-year Edina resident, feels that way every year he marches in the City's annual Independence Day Parade.

"We walk down the parade route and these people are all over the place yelling, 'Thank you! Thank you! Thank you for your service,'" said Petrosky, who served in Vietnam from 1969 to 1970. "It's the overwhelming support from the crowd that gets these vets coming back year after year."

Petrosky adds that it took a long time to get to that place of cheer and joy.

"When we came back from serving, you were almost ashamed to put on a uniform and walk in public,"



Submitted Photo

Dan Petrosky (lower left) and his buddies pose for a Christmas card photo from Vietnam in late 1969.

Petrosky recalled of his return home from one of America's most controversial wars. "We were not only ignored, but scoffed at. Today, the response couldn't be more different."

Scott Brener, whose father-in-law served in the Korean War, says cheering on the veterans is his neighbors' favorite part of the Independence Day Parade.

"It's not uncommon to see them saluting the vets," said Brener. "It's a very genuine experience."

Brener does not merely support the veterans. He has spent several years helping to organize the Independence Day Parade and serves as the chair for the annual

Veterans' Dinner held on the eve of the Independence Day Parade at Braemar Golf Course.

"We actually outgrew our first venue [Hughes Pavilion at Centennial Lakes Park] a few years ago, because of the tremendous response," he said.

The Veterans' Dinner has more than doubled since 2006, with an estimated 190 combined veterans and guests attending last year's dinner. It has been sponsored by Famous Dave's for the past three years.

Due to the continuous support by Famous Dave's, founder Dave Anderson was selected to serve as this year's grand marshal and agreed to kick off the parade.

"Dave is sympathetic to veterans and has been very generous with the Veterans' Dinner, so it was an easy decision to ask him to be our grand marshal," said Brener.

While Petrosky, who has a combined 28 years of military service, notes that the food is delicious and very much appreciated, he said the camaraderie between the veterans at the dinner is unparalleled. He says there is a unique bond amongst veterans that others don't fully understand.

"Veterans appreciate each other and the sacrifices that each of them made. We had a lot of the same experiences," said Petrosky. "So the bonding that takes place at that dinner is the highlight of the evening."

Marv Haas, who served in World War II and the Korean War, attended the dinner and parade for the first time last year. He said he'll be there again this year and invited a couple friends who are veterans.

"One of the guys is 91 – just a neat person," said Haas. "When he heard about the event, he was very enthused to be a part of it."

Brener says the Edina Community Foundation's Parade Committee makes a conscious effort to give back to the
(continued on next page)

Independence Day Parade

The theme of the 2012 Independence Day Parade is "Broad Stripes & Bright Stars."

The parade will kick-off at 10 a.m. Wednesday, July 4. The parade route begins behind Edina City Hall at Eden Avenue and Willson Road, and will continue for a mile east on West 50th Street to Halifax Avenue.

Fireworks

The Parks & Recreation Department will present its annual fireworks display 10 p.m., July 4 at Rosland Park, immediately following an 8:45 p.m. concert by the John Philip Sousa Memorial Band. The fireworks are generously sponsored by Fairview Southdale Hospital through a donation to the Edina Community Foundation.



Last year, around 75 veterans marched or rode in military and combat vehicles in Edina's Independence Day Parade.

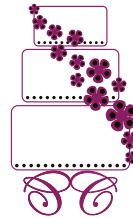
people who served our country. The Parade Committee works hard with the City to ensure all Edina veterans are invited to the dinner and have proper transportation the following day to be in the Parade.

"The impact that you get from the crowd while walking in the parade," said Petrosky, "well, it can't be replaced."

He added, "For the vets who participate, it's the highlight of their summer."

For more information on the Veteran's Dinner or the Independence Day Parade, visit www.edinaparade.org or call 952-826-0433.

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Carrie Cabe Takes Helm Of Edina Resource Center

By David Katz

On a memorable college mission trip to Mexico, Carrie Cabe witnessed the power of community support and experienced firsthand the almost boundless potential of teamwork.

Villagers in one tiny, impoverished Yucatan fishing town south of Cancun banded together to build something from nothing: a schoolhouse with practically no start-up capital and little outside construction assistance.

What made the feat possible despite the village's modest means was a community ethic like Cabe had never seen. "'Community' is such a different, inclusive concept down there," she recalls. "Your neighbors are close kin and the entire town is something of an extended family. If you need help, you ask and you get it."

In her new role as Manager of the Edina Resource Center, which she assumed in April, she hopes to imbue our own community with a similar appreciation for community outreach and mutual aid.

The Edina Resource Center, a joint venture between Edina Public Schools, the City of Edina and service organizations of all stripes, has been pairing residents and visitors with much-needed information and assistance since 1994. It is housed in the Welcome Center of the Edina Community Center, 5701 Normandale Road.

"Education and childcare assistance is a big part of this important work," Cabe explains, "but it also extends to being able to forward people to the right place on matters related to healthcare, personal finances, transportation

needs, immigrant issues and basic needs like food and utilities."

Cabe brings to her new role a host of applicable experiences, including a year as Youth Development and Services manager at South View Middle School and nearly a decade as head of Concord Elementary's KIDS Club, a system-wide program that offers care and enrichment extra curricular activities before and after school and on non-school days.

"KIDS Club teaches a lot of vital social skills, including apologizing and sharing," Cabe said. All six elementary schools have their own KIDS Clubs and program managers, something that "most Minnesota districts have moved away from."

Area families are equally fortunate to have Cabe at the helm of the Edina Resource Center. "She understands the value of community connections [for] families and students," said Valerie Burke, Director of Community Education Services and a former Edina Resource Center Coordinator.

Cabe was an intern with the Edina Resource Center when Burke was there. "It was a fantastic way for me to dabble in all the areas of community education – to learn what needs ... and services are out there," she said.

Cabe places a high value on education and continuous improvement. Within the year, she will complete a master's degree and attain licensure in Community Education Administration from the University of St. Thomas.



Carrie Cabe assumed her new position with the Edina Resource Center in April, but has more than a decade of applicable experience working with Edina schoolchildren and families.

Moreover, she is an active member and past conference committee chair of the Minnesota School Age Care Alliance (MnSACA), a professional society dedicated to the promotion of quality out-of-school children's programming and skills development for teachers and other caregivers.

As chair, she played a leading role booking speakers and coordinating logistics for the organization's annual convention in St. Paul. "It still amazes me what we professionals can pick up from one another, when we can get together for a weekend."

When MnSACA combined with the Minnesota Association for the Education of Young Children, a parallel organization focusing on the eight-and-under

demographic, the two pooled many resources and broadened their collective reach.

The major change did not come without growing pains, however. Cabe counts the successful transition as a highlight of her tenure as committee chair.

Her peers wholeheartedly agreed, awarding her MnSACA's annual Distinguished Member Award for "strong leadership" and "outstanding conferences."

That track record bodes well for the Resource Center. "[That] passion for community involvement and community education will definitely be an asset," said Burke.

Cabe is thrilled to continue her 11-year career in Edina in this dynamic management role. "A craving for diversity and social awareness is what drew me to the Twin Cities in the first place, and there's a certain breadth to the Resource Center work that I just love."

When not at work or at seminars, Cabe and her husband, Chris, enjoy spending time with their 14-month-old and the family's Dachshund/Labrador shelter rescue. They also like to travel frequently, visiting car conventions and family in Wisconsin.

To learn more about the Edina Resource Center, its offerings or affiliate organizations, visit www.edinaresourcecenter.com. Specific questions can be directed to 952-848-3936.

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City Of Edina To Flush Hydrants In September

To purge rust and stagnant water from the water distribution system and identify hydrants in need of maintenance, the Utilities Division of the City of Edina's Public Works Department will flush hydrants for two weeks in September. Random hydrants are also flushed throughout the year as weather and water demand allow.

Hydrant flushing will take place 8 a.m. to 6 p.m. Monday through Friday. In an attempt to minimize the impact on residents, hydrants will be flushed on the east side of Minnesota Highway 100 the week of Sept. 10 and on the west side of the highway the week of Sept. 17.

Due to the hydrant flushing, it is inevitable that some residents will receive rust-colored water that could stain laundry, but it is safe to drink. You should check for signs of discoloration prior to washing clothes. If the water is discolored when you turn on your tap, simply run the water until it is clear. Because the water system is a "single-pressure zone," it is possible that red water problems will occur in any area of the City while flushing is occurring.

For more information regarding hydrant flushing, call the Utilities Division at 952-826-0375 or 952-826-0312.



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Great Gardens Of Northwest Edina To Be Featured On Tour

From ligularia to lily pads, six blossoming gardens in northwest Edina will be featured Sunday, July 15 during the Edina Garden Council's biennial garden tour.

Linda White, Dick and Molly Parry, Liz Klaver and Kenneth Frank, Sandy and Scott Rosequist, Louise Zinkevycz, and Jud and Pam Rietkerk will invite the public onto their distinct properties during the self-guided tour, which will be held 1 to 5 p.m.

6037 Kaymar Drive – Linda White

This garden has won many awards and has been on many garden tours as well as Home and Garden TV.

Linda White's garden includes an assortment of perennials, which include heirloom roses, Zimstrum Lilies, native plants and hostas. The front of her home boasts two islands of native plants with berries and seeds to attract birds. White considers the backyard an outdoor living room and has filled it with whimsical garden art, wisteria, a trellis, fountain, two small ponds and an arbor modeled after her grandmother's. Three generations of the family's plants are preserved in the garden.

5916 Amy Drive – Dick and Molly Parry

This Master Gardener's site offers several educational exhibits on composting and noxious weeds.

Dick Parry is a Hennepin County Master Gardener who has turned his backyard hillside into a five-tiered garden that extends up to Grove Street. He calls it his "40-year work in progress." There is a shady hosta glade punctuated with impatiens in front of the home and a variety of annuals and perennials in the back tiered garden. Some of his favorite perennials include day lilies, phlox, ligularia, iris and peonies. Dick and Molly will

invite participants back for a weekend next spring when they can view his spring bulbs and ephemerals.

5701 Grove St. – Liz Klaver and Kenneth Frank

Hostas reign supreme!

Since first featured in the 2001 Edina Garden Council garden tour, Liz Klaver and Kenneth Frank have more than doubled their gardening space and embraced sustainable gardening with double-dug beds, pit composting, green manure, compost mulch and leaf mold from more than 20 species of trees planted in their gardens. The trees include several species of oak and maple, Chinese Fringe tree, a mini orchard of fruit trees and standard forms of lilac, white pine, French pussy willow and spruce. The beds include border beds, island beds and raised beds. It is a landscape with vegetable, fruit and perennial plantings, including 75 varieties of hostas, climbing hydrangeas, porcelain berry vines and daylilies.

5817 Tracy Ave. – Sandy and Scott Rosequist

Design for a spring-flooded backyard.

Sandy and Scott Rosequist have successfully tackled a spring-flooded backyard with raised boulder beds, willow trees, a babbling brook and waterfall with a pool and a water "sink" with flower fountain. The plantings are exuberant in all seasons. Their gardens welcome you in the heat of summer and when under two feet of snow. Sandy is a former Hennepin County Master Gardener with a fine eye for companion planting. Scott is an artist in hardscape. He built and installed their arbor, grape trellis, pond, patios, driveway and walkways, plus the boulder raised beds. Goldfish and water lily overwinter in their pond. Their current exploration is in espalier.

5021 60th St. – Louise Zinkevcz

Pond paradise!

Louise Zinkevcz is a water garden enthusiast. Her yard was completely re-vegetated in 2008 to feature ponds in the front and backyard. The backyard pond was expanded to include a waterfall and stream with a footbridge. Koi and Lotus are overwintered in the deeper backyard pond. Many varieties of water plants are featured. Whimsical garden art and unusual weeping shrubs become focal points in the fenced backyard. The patio is a haven for relaxation with South Sea accents.

6109 Tingdale Ave. – Jud and Pam Rietkerk

Curb appeal and backyard oasis.

Pam Rietkerk is an artist and florist with a flair for pleasing the eye. The Rietkerks took over the garden from the previous owner, also an artist, and have nurtured and expanded it for 12 years. Gardens on either side of the driveway are ablaze with evergreens, grasses, pulmonaria, lilies, hibiscus, Tina crabapple, Invincible Spirit hydrangea and Black Lace elderberry. In the backyard, pine trees shade an oasis of hostas, astilbe, bleeding hearts, begonias, heucheras, pachysandra and striking Annabelle hydrangeas surrounding a handmade four-person swing given to them by a friend. Many planters feature succulents from Pam's sister, who lives in Florida. The side yard features a trellis-loving vegetable garden.

Arneson Acres Park

Don't miss Edina's premier horticultural park! Donated to the City by Morten and Katherine Arneson in 1982, the Edina Parks & Recreation Department maintains Arneson



Photo by Michael Braun

Jud and Pam Rietkerk have been nurturing their garden since purchasing the property 12 years ago.

Park and its 28 garden beds. The Arnesons' house is home to the Edina Historical Society and Museum as well as the Edina Garden Council, which raises the funds to support the plantings in Arneson Acres Park.

Tickets to the six private gardens on the tour are available in advance by calling 952-941-9589 or can be purchased the day of the event at Arneson Acres Park. Tickets cost \$15 the day of the event, \$12 in advance. Proceeds support the Edina Garden Council's work in Edina parks, as well as scholarships for horticulture students. A plant sale will be held in the Arneson Acres Park gazebo during the tour.

– Compiled by Kaylin Martin

City Hires New Director Of Public Works

By **Emilie Kastner**

When Brian Olson was just 6 years old, he wore himself out watching a street construction project outside his Marshfield, Wis., home. He fell asleep on a sunbaked pile of twisted terrain near the site, where he was later found by his worried mother.

Since that time, Olson's attraction to heavy-duty machinery, loud noise and piles of soil has not changed. Filling a vacancy created through a City-wide staff reorganization, Olson began work May 29 as the new Edina Public Works Director.

In his new position, Olson will provide leadership and strategic direction to the Public Works Department, which includes four operating divisions, approximately 50 employees and a \$4.1 million budget. The Public Works Department is charged with the day-to-day operation, maintenance and long-range planning of Edina's infrastructure.

Prior to working for the City of Edina, Olson was the Public Works Director/Principal City Engineer for the City of Ramsey. There, he was responsible for overseeing parks, utilities, streets, facilities and the Engineering Department.

"The position [at the City of Edina] intrigued me because it pretty much falls in line with my roles at the City of Ramsey," said Olson, "only it's a bigger community ... the challenges will be a little bigger as well. I like to

stretch myself. I like to do things that are a little outside my comfort zone and grow as a person."

"Brian has the personality, experience and technical ability to lead the Public Works crew," said Dave Goergen, Assistant Public Works Director. "I know he's excited about the challenge. He's impressed with our facility's equipment, as well as the supervisors' skill level and labor force."

A 1992 graduate of the University of Wisconsin-Madison, he holds a bachelor's degree in civil science and environmental engineering with an emphasis in transportation/surveying. He has been a registered Professional Engineer in the State of Minnesota since 1997.

Olson began working for the City of New Brighton as an Engineering Intern in 1992 and was promoted to Civil Engineer. He then transitioned to the City of Ramsey in 2000 as City Engineer and moved up the ranks until he was named Public Works Director/Principal City Engineer in 2006.

"We were fortunate to have him in Ramsey for as long as we did and I think he brings great skills both personally and professionally to the position," Ramsey City Administrator Kurt Ulrich said of Olson. "We will miss him. Edina will definitely benefit from having Brian on its staff."

As one who is familiar with the bottom rung of the ladder, Olson has proven that hard work pays off. "I'm



Brian Olson started his position as Director of Public Works May 29.

most proud of the constant progression of my career. There are not a lot of things that I can't find a solution to – I'm a good problem solver and the challenges that I encounter, I generally come to a good conclusion on," he said.

"The City of Edina is considered, in my opinion, one of the gems of the Twin Cities. I'm really excited about the opportunity to work in a community that's so proud of what they do."

As to what he will miss most about working with Olson, Ulrich said, "The fact that he's so good with the public and really is very thoughtful in how he approaches projects and dealing with people who are impacted by the projects."

Building relationships with employees, residents and businesses in the community is what Olson said he is most excited about doing. His No. 1 goal is to foster a sense of trust among the crew and supervisors in the Public Works Department. "I'm really looking forward to being an effective leader for the City of Edina," he said.

"He's very organized," said Ulrich. "He cares a lot about his people. He makes sure that everyone understands and solicits feedback on operations so that everyone has a voice within the organization."

"As a group, Public Works is excited to work with Brian to continue to evolve and streamline the processes we have in place, maximizing efficiency and fiscal responsibility," said Goergen.

A resident of New Brighton, Olson has been on the New Brighton Fire Department since August 1994 as a paid-on-call Volunteer Firefighter. After his 20th anniversary there, he will be able to retire at full pension. He serves between 5 to 20 hours per week, depending upon how many calls he receives, and only responds during the evening hours.

"That's exactly why I got on the Fire Department in New Brighton," said Olson, "I tend to get involved in the community pretty hardily."

In his free time, Olson enjoys golf, fishing and hunting. He is married and has two daughters, ages 8 and 11. His wife is a veterinarian and the Olsons have a love

(continued on next page)

for animals, including their pets Gus, a yellow lab, and Nibbles, a white rat.

"Brian is the right guy at the right time for our Public Works Department. He is an experienced professional who is as much at home in a snow plow as he is in a business meeting setting. He has a strong career of working well with the various disciplines and professions that make up a Public Works Department," said Edina City Manager Scott Neal.

"I'm also looking forward to the leadership qualities that Brian brings to our organization. He is a great addition to our team."

For more information, call the Public Works Department at 952-826-0376.



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VEAP Seeks Donations To Provide School Supplies

Volunteers Enlisted to Assist People (VEAP) needs help in giving neighborhood children the opportunity to start the school year with the basic supplies necessary for a good education.

VEAP's Back-to-School Program provides children in need with a backpack filled with basic supplies appropriate for their grade levels. In 2011, VEAP served more than 3,000 children in need of supplies for school. Statistics from all VEAP programs indicate that the number could rise to 3,500 as students return to the classroom this fall.

There is a need for backpacks and basic supplies. Financial donations to VEAP are also welcomed to assist in the purchase of items needed for distribution.

VEAP seeks the following items for the provided bags of supplies: backpacks (pink and purple are always very popular, as are those with popular characters pictured on them); wide- and college-lined spiral notebooks; wide- and college-lined loose-leaf paper; composition notebooks; two-pocket folders in solid colors without prongs; colored pencils in boxes of 12; rulers; erasers; white glue; No. 2 pencils; glue sticks; markers in basic colors; highlighters; pencil boxes or zippered pencil pouches; blue, black and red ink pens; crayons in packs of 24; and dry erase markers.

All donations must be new to ensure that the students' supplies are similar in quality. No used items will be accepted.

Financial donations can be sent anytime to VEAP, 9728 Irving Ave. S., Bloomington, MN 55431. Donors should indicate it is for the Back-to-School program. Donations can be dropped off at the VEAP donation door located at 9731 James Ave. S., Bloomington. Collection sites will also be set up in the community from July 18 to Aug. 16, and will include Edina City Hall, 4801 W. 50th St., and Edina Fire Station No. 1, 6250 Tracy Ave. Check the VEAP website for additional drop sites at www.veapvolunteers.org. Donated items will be distributed at the end of August.

Registration for this program will be held July 23 through Aug. 13, and only those registered to participate will receive school supplies. VEAP can only serve children entering kindergarten through 12th grade. No pre-school, Kinderprep, Headstart, college or transitional program students are eligible. To register, call the VEAP office at 952-888-9616 between 9 a.m. and 6 p.m. Monday and Thursday or between 9 a.m. and 4 p.m. Tuesday, Wednesday and Friday.

VEAP provides a range of basic services that fulfill an immediate need in people's lives and position them for long-term success. VEAP has long recognized that there are people in Bloomington, Richfield, Edina and South Minneapolis who are low-income and in need of some help to prevent them from a financial crisis. Based on the idea of neighbors helping neighbors, VEAP provides this critical help to our neighbors in need.

For more information about VEAP's Children and Youth Services programs, contact Krista Phillips at 952-888-9616.

After 40 Years, Edina Chamber Still Strong

By Jordan Gilgenbach

In 1971, Muhammad Ali defeated Joe Frazier in the “fight of the century,” Apollo 14 landed on the moon and 2 World Trade Center was completed.

It was also the year the Edina Chamber of Commerce was reformed. Now, 40 years later, the Edina Chamber still serves as “Your Business Connection” to hundreds of local and regional businesses and is stronger than ever. In recognition of its 40 years of work in the community, the Chamber dedicated a landscaped “corner of beauty” on the City Hall property in late April.

Before becoming the Edina Chamber of Commerce in late 1971, the business association was called the “Greater Southdale Chamber” and served businesses around Southdale Center.

The Edina Chamber’s first Executive Director, Virginia Bodine, said the Chamber was a good fit for her. Before working at the Chamber, she was already very civically involved. Once hired, she built upon her involvement.

“Whenever attending any sort of meeting, I always felt like I was representing the business community,” Bodine said.

“Edina was expanding exponentially in the ’60s. The Southdale area was expanding out, further than the shopping mall. There was a lot of growth south toward [Interstate] 494 and in other areas in Edina,” said current Chamber President Arrie Larsen Manti of the

reason behind transitioning from the “Southdale Chamber” to “Edina Chamber.” The move away from a Southdale-area-only chamber has worked in the organization’s favor. The Edina Chamber of Commerce now boasts more than 430 business members representing thousands of employees, according to Membership Director Laura Heuer.

Larsen Manti says being the business voice has changed as the City shifts from development to redevelopment. Nevertheless, the main goal of representing business has not changed.

“It’s our goal at the Chamber to better the business climate in Edina, to continue to be a good place to do business,” Larsen Manti added. “It’s even more important going forward that we are working well with businesses,



2012 is a year to celebrate for Edina Chamber of Commerce President Arrie Larsen Manti as the Chamber marks 40 years. Larsen Manti will retire at the end of July.

the City and Edina residents. We try to be that voice for business and work with all the parties involved."

Larsen Manti recalled the Chamber working closely with the City and local businesses in the 1990s to update local liquor laws to allow the sale of liquor in restaurants. Larsen Manti attributes the growth in restaurants opening in the City thereafter to that success.

She said being the voice of the business community is not always cut and dry. "The Chamber, like most organizations, needed to evolve to where we are now. We can hardly be a voice for businesses if we are still thinking in business terms and ideas from 10 years ago."

"Edina has a strong business community," she said. "We want to have a strong Chamber to accommodate those businesses." With more than 4,000 businesses in Edina, she foresees a continual growth in the Chamber's strength.

Unlike some chambers, Edina's membership is not geographically bound. "Any business that wants to do business in Edina, whether or not they are located in Edina, is welcome to join," Larsen Manti said. About one-third of the Chamber's members do not have a physical location in Edina.

According to Heuer, being a Chamber member is more than paying annual dues. Chamber members can be involved in many different Chamber committees and

(continued on next page)

Edina Chamber Of Commerce President Retires In July

President Arrie Larsen Manti will leave the Chamber at the end of July with many memories as she enters retirement. After working several years as an investment advisor, in 2002 she became the President of the Edina Chamber of Commerce, where she would ultimately end her fulfilling career.

"As corny as it sounds, representing our members and the business community of Edina, whether locally or nationally at U.S. Chamber meetings, has been a privilege and great fun for me," she said.

While looking forward to retirement, she said she has truly enjoyed her time at the Edina Chamber of Commerce.

"Arrie Larsen Manti has done a terrific job leading the Chamber staff, Board of Directors and membership through not only high economic times but also a tough recession," said past Board Chair John Bower. "Her leadership and perseverance to serve our membership with first-class service is truly her legacy."

Larsen Manti looks forward to settling down and spending more time with her husband, Tom.

groups, from Emerging Leaders and networking events to Ambassadors, Diplomats and the board of directors.

"We are all in business," Heuer said. "It's not just the professional side to [Chamber members]. It's also about the personal side: growing, learning and building rapport with other members. I think our members really see that."

"Our committee members are very active and that is where they see a return on their investment," Larsen Manti said.

Lisa Fiegel, a Financial Representative at Northwestern Mutual Financial Network in Edina, says she has benefited both personally and professionally from being a member of the Chamber.

"Edina stands out for me," she said. "They have connection, passion and loyalty that I just haven't seen at other chambers." Fiegel has been active in the Edina Chamber for several years. She currently serves as treasurer for Network One, a networking group of the Edina Chamber, and as the chair of the Ambassador group, which welcomes new members to the Chamber.

"I believe in the Chamber. That's why I am involved and try to help the Chamber grow," Fiegel said.

"I've been an active member since 1999 and it is nearly impossible to summarize the rewards I've received," said John Bower, Past Chair of the Edina Chamber of Commerce Board of Directors. "It's been a pleasure

meeting hundreds of new contacts, which has opened many doors for continued professional growth."

In addition to committees and groups in which members can be involved, the Edina Chamber of Commerce hosts several events and fundraisers every year. The Emerald Gala, Easter Egg Scramble, Annual Meeting, Taste of Edina and Golf Tournament are held annually, in addition to other special or one-time events.

"While we have a lot of things going on every month, we have realized we need quality events over quantity," Larsen Manti said. "We try to be respectful of our members' time and the fact that they are running businesses, too. Every event should be worthwhile to them."

For more information about the Edina Chamber of Commerce or to become a member, call 952-806-9060 or visit www.edina.org.

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Strengthening Our Community

The Edina Community Foundation: A Philanthropy Success Story



By Dick Crockett, Executive Director

Since our Foundation's mission includes developing a strong program of philanthropy, we're pleased that we have a great success story from this last year to share with the community. We thought you'd enjoy reading the

story just as it was communicated to Foundation Board members via email in late April.

From: Dick Crockett

Sent: Friday, April 27, 2012 10:57 AM

To: Bradley J. Beard; Bernie Beaver; Peter Dahl; Grethe Dillon; Ron Erhardt; Scot Housh; James Hovland; Bonnie McGrath; Paul Mooty; Tim Murphy; Brenda Quaye; Carolyn Schroeder; Jim Van Valkenburg; Maxine Wallin

Subject: How a little seed money can go a long way

Dear Board members,

In December 2006, Jane Ramsland and Joni Lambert approached the Foundation on behalf of the LeagueAires, a group of about 60 women with Junior League connections who were trained in the fundamentals of therapeutic music and whose mission was to bring the joy of

music to the elderly, disadvantaged children, and mentally or physically challenged children and adults. They requested a \$3,000 grant to make up a gap in their annual budget.

We were aware of the high quality and positive impact of the LeagueAires and wanted to help them, so we advised them of two conditions for our support:

1. They would need to have at least an annual free public performance in Edina, so that our community could generally experience their work; and
2. They should ask for charitable contributions from their own members and alumni, since that was their best potential for sustained support. While that was not a part of the LeagueAires tradition, they responded favorably to my offer of a challenge grant that would match the first \$1,500 of such contributions with \$1,500 from our Founders Club program funds.

Here are the outcomes of that arrangement:

1. The LeagueAires scheduled a Community Performance "sponsored by the Edina Community Foundation" at Colonial Church of Edina in the spring of 2007 and have done so every year since. They have also adopted Colonial Church as their rehearsal

"home," so we have helped enhance the relationship between this service group and the Edina community. And their service is truly exceptional: After 16 weeks of Monday morning rehearsals in the fall, they performed 45 different shows for some 5,000 people at nursing homes and senior living facilities in the metro area during their January to April concert schedule.

2. The LeagueAires easily raised the \$1,500, and we made the \$1,500 grant as promised for the 2007 concert. That was repeated for the 2008 and 2009 concerts, with the LeagueAires establishing a Spirit Fund for their program with Junior League to facilitate and motivate further charitable contributions from their members and alumni. We continued to support the 2010, 2011 and 2012 concerts with \$500 grants from our Otto Bang Fund for Seniors. Those grants basically cover the cost of renting the performance space and videotaping the concert for later public showing.

Now here's a surprise addition to that development support: After LeagueAire Sue Hodder died last summer, her family provided for an annual gift in perpetuity to the LeagueAires by establishing a \$1 million endowment with the Minneapolis Foundation. Sue was one of the donors to our LeagueAires Designated Fund in its early years, so we can have a sense

of fulfillment in her family's ultimate decision to follow her lead and to memorialize her by providing significant financial support for this group that was so important to her life and the community.

Another significant outcome is that the concert program listed 82 donors to the Spirit Fund during this last year; that's a very nice increase from 0 prior to our initial conversation in 2006. There may be less need for our grant support in future years, when the endowment fund starts generating income, but this is a development success story in which we can feel considerable pride. We can only hope that the Foundation itself or other Designated Fund groups will find similar good fortune in the future.

This success story reflects two areas of our Foundation's focus in strengthening the Edina community: Bringing People Together and Beautifying Our Community (with art and music in this case). We invite all who live or work in Edina to contact us if they have an interest in being a part of our philanthropic work.

Questions about the Foundation or any of its programs may be addressed to Crockett at 952-833-9573 or edinafoundation@EdinaMN.gov. Additional information about the Foundation may be found at its website, www.edinacommunityfoundation.org.

Edina Is ‘Open To Business’

By Emilie Kastner

Born of a concept, fueled by dedication and tenderly nurtured to maturity, all businesses take flight from a similar pathway. What separates booming success from saddening disappointment is oftentimes dependent upon an entrepreneur’s planning.

The City of Edina recently joined “Open to Business,” a program of the Metropolitan Consortium of Community Developers (MCCD) that provides one-on-one consultation and micro lending to potential and existing business owners to promote economic development and job growth.

Open to Business is now in 16 cities. MCCD charges an annual membership fee of \$10,000 to cities to claim ownership of the program for residents and offer the services free of charge to their respective businesspeople. The City of Edina will pay \$5,000 for the first year, while the other half will be paid by Hennepin County through a subsidy.

“I think the Open to Business program is a good match for Edina because it seeks to tap into the entrepreneurial spirit that has always been part of Edina’s culture,” said City Manager Scott Neal. “Growing our local economy with local talent is a good thing for Edina’s future.”

“I love hearing stories,” said Business Advisor Rob Smolund, the primary consultant to work with cities and a mastermind of the program. “I love tapping into the dreams of entrepreneurs and helping them at least explore and sometimes achieve them. I have always wanted to be a family therapist – I have business

management experience and this job kind of combines both of those because I truly get into the lives of the people I help ... It’s like business therapy.”



A publisher and co-owner of the Golden Valley company Apartment Living Guide, Scott Holgate described the Open to Business consultation as an “eye-opening experience.” Smolund helped Holgate and business partner Bert Bauman determine growth projections and rates of the company.

“We’ve grown very, very fast with the *Apartment Living Guide* and now we’re in several markets and we felt like we needed to have some sort of guidance,” added Holgate, an Edina resident.

According to its 2011 Lending Report, “MCCD helped 86 entrepreneurs secure capital to start, expand or improve their businesses. Thirty-two of these entrepreneurs also received loans from MCCD. Altogether, these 86 entrepreneurs created or retained 488 jobs for their communities.” In 2011, the organization provided \$730,000 in direct loans to businesses and leveraged \$4.1 million from banks and lending sources.

“Our loan program ... is really for people who can’t get access to traditional bank financing,” said Smolund. “In that way, we become a really good resource for your local bankers, too, because bankers do not like to say flat out ‘no.’ ... They like to be able to say, ‘Well, we can’t help you financially but the City of Edina has the Open

to Business program that provides access to capital and direct technical assistance.”

Open to Business will purchase part of the loans to help the banks minimize their exposure. The organization doesn’t just help start-up businesses; existing businesses that have experienced “off years” can also have a difficult time convincing a bank to take on risk by providing capital.

“Our average loan amount was \$13,000 for many, many years,” said Smolund. “This last year, it was \$25,000, and that’s because we’ve done a few larger loans. So far, our largest loan has been \$175,000 and that was for a piece of real estate. I’m working on a deal now that will probably be almost \$350,000 to build a new restaurant.” Most of the loans the organization provides are \$25,000 or less, but it does give out a few big, higher-quality loans for existing businesses.

Smolund walks clients through an exercise to visualize 10 transactions and instructs them to write a case study on each of those. “What did you charge for the service? What do you want to charge for the service? What did it cost you to provide the product or service? Why did the customer choose you over a competitor? What is the demographic of the customer?” are some of the questions Smolund requires entrepreneurs to answer. “Visualize, then do the research to see if that makes sense.”

“Up until meeting with Rob, both Bert and I had not taken any money or salary from the company,” said Holgate. “By looking at his projections and his recommendations, we are now able to take a salary for ourselves, which is great.”

Smolund tests people’s passion for businesses and discovers their motivation. “If most people are motivated just to make more money, I usually advise them to keep their day job. Most businesses don’t succeed if that’s the sole reason,” he said.

Smolund began holding two-hour walk-in sessions with entrepreneurs and potential business owners in Edina on June 13. His sessions are held 2:30 to 4:30 p.m. every second Wednesday of the month in the Mill Room at Edina City Hall, 4801 W. 50th St. An Edina resident himself, he is willing to meet with potential business owners almost anywhere, though MCCD offices are located in Minneapolis, and highly encourages entrepreneurs to schedule appointments.

The advice most valuable to Holgate has been learning the appropriate time for growth and how to wisely foster business. “I think really what we do isn’t a lot different than what a brick-and-mortar or an internet company or a flower shop does from a business aspect ... Everyone wants to grow their business and get some guidance,” he said.

MCCD is an association of nonprofit community development agencies, which strives to expand the wealth and resources of communities through better housing and economic development initiatives. Since 2003, MCCD has loaned more than \$6.7 million to over 550 entrepreneurs for business start-up or expansion projects. For more information or to schedule a business consultation, call Smolund at 612-789-7337, email RSmolund@mccdmn.org or visit www.OpentoBusinessMN.org.

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Rotating Public Art Exhibit Takes To 50th & France

By Kaylin Martin

Those who bike along the Edina Promenade or take a stroll through Grandview Square Park have had the opportunity to enjoy a variety of public art pieces throughout the years. Now, shoppers at 50th & France have the same opportunity.

"It's already getting a lot of great attention," said Julie Boosalis, Manager of Cos Bar, about the recently installed public art sculptures along West 50th Street and France Avenue. "It's brought interest and a certain charm to the area."

Edina Promenade

Seven new public art pieces have been added to the Edina Promenade. These sculptures are "Bindings Series #2," by Kristen Arden; "Jack," by Heidi Hoy; "La Défense," by Genevieve Chamberland; "Liberation," by James Bearden; "Oxymoron," by Bruce Stillman; "Salome Gong," by Peter Vanni; and "The Healing," by Joel Carter.

Grandview Square Park

One new sculpture has been added to Grandview Square Park, "Gyra," by Tom Brewitz.

The 50th & France area welcomed three pieces of public art late this spring: James Bearden's "Intertwine," a bold, red modern sculpture made of painted steel located on 50th Street next to the Lund's parking lot; Roger Junk's "Dancing Child," a playful little girl in bronze placed near the fountain on 50th; and Heidi Hoy's "Spaulding," a bronze dog placed between Edina Grill and Salut on France.

Rachel Thelemann, Director of the 50th & France Business & Professional Association, said when the Board was approached by the Edina Public Art Committee with the idea of downtown Edina serving as a venue for the Committee's newest rotating public art exhibit, members were delighted with the opportunity.

"They loved the idea," Thelemann said. "The board thought we'd be a good match for public art and was very happy to support arts in the community."

Seventeen artists responded to the Public Art Committee's call for sculptures earlier this year. Those artists submitted 27 sculptures for review. The selection committee chose 11 new art pieces for the 2012-2013 annual rotating exhibitions. New public art sculptures have also been installed on the Edina Promenade and at Grandview Square Park.

Thelemann and Boosalis, Vice President of the 50th & France board of directors, met with the Edina Public Art Committee to choose the three pieces they thought would best grace 50th & France.



“Spaulding,” a bronze sculpture by Heidi Hoy, sits between Salut and Edina Grill at 50th & France. Hoy says the piece embodies the happiness, joy and unconditional love dogs express for their owners.

Barbara La Valleur, a member of both the Edina Art Center Board and its Public Art Committee, said the Committee was thrilled to hear that 50th & France wanted to be part of Edina’s art community.

“50th & France is its own destination,” said La Valleur. “They helped us to get public art in a public place and

I think the art is going to put a smile on a lot of people’s faces.”

Thelemann thinks it already has. “I’ve seen shoppers enjoy the art,” she said. “The sculptures add to the ambience, help welcome shoppers and bring more sophistication to an already unique area.”

The 11 new sculptures for the 2012-2013 exhibit are eligible for the People’s Choice Award. Winners are given cash prizes and invitations to keep their sculptures on display for another year.

For more information on Edina’s public art and the People’s Choice Award, contact the Edina Art Center at 952-903-5780 or visit www.EdinaPublicArt.org.

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Business Notes

Submitted Photo



Jackie Roehl

Edina's Own Jackie Roehl Named Minnesota 'Teacher of the Year'

Over the years, Edina Public Schools and its employees have garnered numerous awards and accolades, but have never received one of the state's oldest and most prestigious: "Teacher of the Year." Until now. On May 6, Education Minnesota, the state's educators' union, named

Edina High School teacher Jackie Roehl the 2012 recipient of this high honor.

Roehl teaches 10th-grade English, and has been with the Edina school district since 1998.

Over the course of the spring, a 22-member panel narrowed a candidate pool of some 111 nominees to 10 finalists.

Roehl's candidacy stood out from the crowd in no small part due to her outlook on and approach to teaching. She identifies exploring new ways to teach students from different backgrounds as an essential component of successful teaching. "Closing the racial achievement gap is a moral and ethical imperative, and we will do little to change the racial predictability of achievement without a major shift in teaching approaches and active social justice work," Roehl said in a written statement.

Roehl has a track record for putting that conviction into practice. "[Jackie] sets very high expectations for her students, and then provides them the tools to achieve those expectations," said Mary Manderfeld, Director of Enrollment and School Improvement for Edina Public Schools. "She is a deeply committed teacher and has a tireless work ethic in her attempt to reach all."

The Minnesota Teacher of the Year distinction is all the more impressive for the caliber of the candidate pool. In total, Minnesota has produced four National Teachers of the Year, making our state second only behind California.

Education Minnesota announced the winner at its annual Teacher of the Year banquet, held this year in Brooklyn Park. This is the state program's 48th year.

To learn more about Education Minnesota and the Teacher of the Year program, visit www.educationminnesota.org.

New To The Galleria: Allure Intimate Apparel

From formal dresses to summer blouses, three-piece suits to khakis and jewelry to shoes, the Galleria has long enjoyed a reputation as the southwest metro's premier location to find the very best in sought-after brands and customer service.

In a continuation of that tradition, the Galleria recently welcomed a new tenant, Allure Intimate Apparel, a boutique specializing in designer lingerie and loungewear. The new 1,800-square-foot flagship is located

on the Galleria's south side and celebrated its grand opening May 1. This is Allure's fifth store in the Midwest.

Allure's trained specialists work with customers one on one to find the right fit in the right style – be it seamless, contoured, shear or lace.

"Not unlike their customer service philosophy, Allure is a 'perfect fit' for Galleria," said Jill Noack, Galleria's Vice President and General Manager. "The services and lines they offer fill a niche for Galleria shoppers."

Product lines run the gamut from everyday pieces like sleepwear, to special occasion articles like bridal foundations. Moreover, Allure carries a number of in-demand brands, including Aubade, Wacoal, LeMystere, Chantelle, Fayreform and Cosabella.

The Galleria is located at the corner of 69th Street and France Avenue. For more information on Allure Intimate Apparel, call 952-920-111 or visit www.AllureFits.com.

Zimmer Spine Holds First 'Bring Your Son And Daughter To Work Day'

"Personal Fit. Renewed Life."

That tagline sums up the purpose and corporate ethos of Zimmer Inc., a world leader in the engineering and sale of life-changing implants and other medical products.

For employees at Zimmer Spine, an arm of the company based in Edina, "Personal Fit" took on a second meaning

this spring. On a Thursday in late May, the 140-strong office held its first-ever "Bring Your Son and Daughter to Work Day."

"Our products help treat spinal pathologies, trauma injuries, neck pains and other painful conditions," said Matt Dosotch, legal counsel with Zimmer Spine. "We definitely do important work, but it's not a field that's especially easy for young people to understand."

Several employees suggested a "Bring Your Son and Daughter to Work Day" as an excellent way to acquaint the next generation of engineers and surgeons with this dynamic field. About 20 area youth registered to explore whether medical engineering was indeed a "fit."

Special activities included interactive science experiments and laboratory demonstrations using professional-grade plastic models of the human body. Participants also shared a lunch with the executive team.

"Even for kids who don't have a strong interest in science, the opportunity to learn about business-to-business sales and how hospitals operate is very beneficial," Dosotch said.

Zimmer Spine is located at 7375 Bush Lake Road. For more information on Zimmer Spine and Zimmer Inc., visit www.zimmer.com.

– Compiled by David Katz

Efficiency Proficiency: Ways To Lower Your Energy Bills This Summer

If you're looking for ways to save energy and money this summer, consider your appliances. High-efficiency appliances help us all save energy and money. Xcel Energy offers rebates to help offset the cost of the new equipment. Efficiency improvements lead to lower utility bills, improved comfort, better indoor air quality, increased productivity and fewer environmental impacts. Here are a few ways to save.

Air Conditioning

Receive up to \$400 cash back for investing in a high-efficiency central air conditioning unit for your home. Bigger is not always better. Visit www.ResponsibleByNature.com for a list of qualifying contractors who can size your new high-efficiency cooling equipment appropriately to your home's needs.

Other cheap and easy ways to save:

Close the shades and blinds on sunny days to keep the hot sun out. Plant trees to shade the air conditioning unit and your home. Turn your thermostat up 5 to 10 degrees when you go to sleep or leave the house.

Saver's Switch

Get 15 percent off through September by allowing an energy expert to install a small, remote-controlled switch on your central air conditioning unit. On extremely hot days, the air conditioner is cycled off for 10- to 15-minute intervals. Your furnace fan stays on circulating cooled air, so chances are you won't even notice the difference. But if you feel your comfort has been compromised, you can opt out of the program at any time.

CFLs and LEDs

Xcel Energy has partnered with a variety of retailers to offer Energy Star-rated CFLs and LEDs at a discounted rate. You can now get energy-efficient CFLs for as little as \$1 each and LEDs for \$10 off the original price. CFLs and LEDs come in all shapes and sizes – some are even dimmable – so there is a discounted bulb for every fixture. Both types of bulbs last longer and use far less energy than incandescent bulbs.

Refrigerator Recycling

Let Xcel Energy pick up that old refrigerator in your garage and get rid of it for you. You get a \$35 rebate and \$100 in annual energy savings. Xcel Energy will make sure it gets recycled properly.

Power Check Meter

If you're wondering which appliances are the real energy hogs in your home, you can check out a Power Check Meter at your local library. Just plug it into any standard 120-volt appliance or electronic device.

Home Energy Audit

For a whole-home solution, consider a Home Energy Audit. For \$60, a contracted professional visits your home to do a review of the attic, insulation, doors, windows, furnace or boiler and appliances. The expert can identify energy efficiency opportunities and help you develop a plan of action.

For more information, including other energy saving tips, visit www.ResponsibleByNature.com.



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